

# **WINT HROP**

**ALUMNI AMBASSADOR PROGRAM**

**2018-2019**

**Handbook**

# WELCOME!

Welcome, Winthrop Alumni Ambassador! At Winthrop, we are ecstatic that you are here and look forward to the valuable work you will contribute to this amazing institution! You will be providing a respected service with your volunteer work and passion for Winthrop. The higher education market is growing increasingly competitive, making your role in helping identify and recruit future EAGLES a significant part of our recruiting efforts.

This handbook serves as a reference for all alumni volunteer programs, activities, and events. The volunteer handbook is to help you be better informed of the volunteer guidelines, expectations, duties, departmental contacts, and WU facts.

Please review this handbook to familiarize yourself with the policies and procedures associated with being a Winthrop Alumni Ambassador. Feel free to ask questions about any of the materials provided within the handbook.

Thank you for contributing your time and talent to our recruitment efforts at Winthrop University- we are better because of Eagles such as yourself! GO EAGLES! Should you need any additional information, materials, or just want to chat, please feel free to contact me!

Yours in service,  
Tadean Page  
Program Coordinator



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**"Winthrop takes time to ensure that they provide services that fits the needs of all students. That matters to me."**

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# Winthrop: Present Day

Winthrop is a public, comprehensive university that is committed to be among the very best institutions of our kind in the nation. Through an educational experience that blends liberal arts, professional programs, global awareness and civic engagement, Winthrop will help you develop the knowledge, skills, and values that will enrich your life forever and prepare you for all the future holds.

## QUICK FACTS

**Founded:** 1886

**Status:** Public, coeducational

**School Colors:** Garnet & Gold

**Team Name:** Winthrop Eagles

**Mascot Name:** Big Stuff

**Conference:** Big South, NCAA,  
Div. 1

**Intercollegiate Sports:** 18

**Undergraduate:** 5,014

**Graduate:** 1,059

**Total Enrollment:** 6,073

**On-campus residents:** 47%

**Male/Female ratio:** 30%/70%

**Diversity:** 40% US minorities

**Student/Faculty ratio:** 14 to 1

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**"Winthrop was the best thing that has ever happened to me. It changed my life."**

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# Importance of Volunteerism

## WE NEED YOU!

Being a Winthrop Alumni Admissions Volunteer helps us fulfill our mission to better serve our students, alumni, and greater community members. It is because of dedicated Winthrop alumni that we are able to have such a strong foundation. Without your help, WU would not be the university it is today.

## Benefits of Volunteering

- Help promote Winthrop University
- Satisfaction from giving back and making a difference
- Enhance your leadership and communication skills
- Meet other alumni, future Eagles and families

## How to be an awesome volunteer:

- Be respectful to yourself and others.
- Be reliable and trustworthy.
- Be cognizant and courteous of others' time.
- Establish relationships with those you are serving.
- Listen. Great communicators are first good listeners.
- Don't be shy. You got this- we have faith in you!
- If you have questions, please seek support.
- Be proud of the work you are doing!





## **Application Days (App Days)**

Numerous high schools around the state of South Carolina host Application Days, often referred to as App Days. Application Days are when admissions representatives from various institutions assist high school students through the college application process.

## **College Fairs**

College fairs are held in various parts of the country. Representing Winthrop at a college fair is a great way to help educate and excite prospective students about what Winthrop has to offer.

## **Admitted Student Receptions**

The Office of Admissions hosts admitted students and their families at regional receptions around South Carolina. These receptions allow students to learn the next steps of the application process. Admission counselors provide information about financial aid, orientation and Worldwide Winthrop Day. We welcome W.A.A.P. members to share their Winthrop experience and answer any questions they may have about life on campus.

# Volunteer Opportunities

## **On-campus Events**

There are a multitude of campus events that happen year round. Many of these events are created to give family, friends, community members, prospective students, and alumni a glimpse at Winthrop present day. We invite Alumni Ambassadors to share their Winthrop experiences with perspective students and families.

## **Social Media Ambassadors**

Social media ambassadors play a huge role in our recruiting efforts.

With social media growing increasingly significant, we are encouraging Winthrop alumni to help spread the word on the many great things happening at WU. They have the responsibility of sharing content with their followers in hopes of gaining more visibility for our institution.

## **Handwritten notes to Legacy Students**

We are vowing to take more initiative with our legacy students.

Winthrop Alumni Ambassadors have the opportunity to craft personal letters as a way to show our genuine interest in them becoming future Eagles!

# Table Display



## 1. Travel Pieces:

Serves as our main recruiting publication. Contains a list of majors, and quick facts about the campus.

## 2. Pop-up display:

Visual marketing piece used to attract students to the table.

## 3. Inquiry Cards:

Information from the cards are entered into our databases so that students can be added to our mailing list.

## 4. Pens:

Feel free to hand them out to interested students, alumni, and Guidance Counselors.

## 5. Campus Visit

**Postcards:** Used to inform potential students of upcoming visitation events.

## Business Cards:

Please display the admissions counselor's business cards that have been provided.



# Tips for Volunteering

## DO

- Arrive on time and stay until the end of the fair. We encourage Alumni Ambassadors to arrive 30 minutes before the event begins to prepare.
- check in at the registration booth.
- Please dress in professional attire or business casual attire.
- Be courteous to attendees and other vendors.
- Stay behind your table. It is against guidelines for college representatives to come from behind their table to approach students.
- Share your personal experiences at Winthrop!

## DON'T

- Speak poorly of competing universities... please just focus on all the great things about Winthrop!
- Leave your booth unattended.
- Discourage anyone from applying, even if you believe the student is not qualified.
- Expect yourself to know everything. It's okay to not know the answer to every question.

**Approximately two weeks before your fair, you will receive all travel materials needed for a successful volunteer assignment. If you do not receive your materials one week prior to your event, call us at 803/323-2191 or email us at [admissions@winthrop.edu](mailto:admissions@winthrop.edu).**

# Tips on Public Speaking

Remember, they are high school students. Be engaging and relatable. Relax and remember that these students are speaking to you because they are interested in what you have to say. Don't feel pressured and nervous.

Be aware of your hands making sure you aren't talking with your hands too much or too frantically. Be sure to make good eye contact and have good posture.

Tell stories, ask for questions, and even attempt to remember a few of their names if you can. The more engaged you are to them, the more they will be to you. Little actions can go a long way in not only making the student comfortable, but you as well.

Speak clearly and at an appropriate volume. Find an even pace that suits you, and remember to take a breath when needed. Many individuals get tongue tied or lose track of thought at times. It is perfectly okay to take a breathe so you can find your place and continue the conversation.

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## Tadean Page

Public Outreach and Community Coordinator

Office of Admissions

[pageta@winthrop.edu](mailto:pageta@winthrop.edu)

## Shayna Foxworth

Student & Young Alumni Program Coordinator

Alumni Relations

[foxworths@winthrop.edu](mailto:foxworths@winthrop.edu)

[www.winthrop.edu/admissions](http://www.winthrop.edu/admissions)



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Alumni Association



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